

**Before the
Federal Communications Commission
Washington, DC 20554**

In the Matter of)	
)	
Annual Assessment of the Status of)	MB Docket No. 04-227
Competition in the Market for the Delivery)	
Of Video Programming)	

**REPLY COMMENTS OF
CAPITOL BROADCASTING COMPANY, INC.**

Capitol Broadcasting Company, Inc. (“CBC”)¹ hereby submits these reply comments in response to comments submitted by the Satellite Broadcasting and Communications Association (“SBCA”) and The DIRECTV Group, Inc. (“DIRECTV”) in the above-captioned proceeding.² CBC offers the attached technical plan³ in response to SBCA’s and DIRECTV’s statements regarding the technical capacity of Direct Broadcast Satellite providers to offer local high-definition broadcast television signals. CBC previously presented this plan to members of the Federal Communications Commission’s Media, Policy and International Bureaus in January 2004 and filed *ex partes* in MB Docket No. 03-15⁴ and CS Docket No. 98-120⁵.

¹ CBC is the licensee of WRAL-FM, WRAL-TV, WRAL-DT, WRAZ-TV, and WRAZ-DT serving the Raleigh-Durham, North Carolina market; WJZY-TV, WJZY-DT, WWWB-TV, and WWWB-DT serving the Charlotte, North Carolina market; and WILM-LP serving the Wilmington, North Carolina market.

² *Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming*, Notice of Inquiry, MB Docket No. 04-227 (rel. June 17, 2004) (“NOI”).

³ See Appendix A (CBC founded Local TV on Satellite, LLC (“LTVS”) in 1997. LTVS developed financial and business models for the delivery of all full-power local analog broadcast signals in all markets via satellite. The LTVS business plan was contingent on agreements with DIRECTV and EchoStar Satellite LLC (“EchoStar”). After DIRECTV and EchoStar announced their proposed merger in 2001, CBC disbanded LTVS. In early 2003, CBC re-engaged its former LTVS technical consultants to develop a plan to deliver all full-power local digital broadcast signals (all “free bits”) in all markets via satellite. The initial draft of this plan was completed in January 2004.).

⁴ *Second Periodic Review of the Commission’s Rules and Policies Affecting the Conversion to Digital Television*, Notice of Proposed Rulemaking, MB Docket No. 03-15 (rel. Jan. 27, 2003).

Respectfully submitted,

**CAPITOL BROADCASTING
COMPANY, INC.**

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⁵ *Carriage of the Transmissions of Digital Television Broadcast Stations* (Amendments to Part 76 of the Commission's Rules), Notice of Proposed Rulemaking, CS Docket No. 98-120 (rel. July 10, 1998).